



FAST FACTS:

- Since the passage of Proposition 99 in 1988, the annual per capita cigarette consumption in California has decreased 52% from 126.6 to 61.3 packs.
- Since the passage of Proposition 99 in 1988, the adult smoking prevalence in California has dropped at a rate faster than the rest of the nation.
- The average daily consumption of cigarettes by California smokers is declining.

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Adult Smoking Trends in California

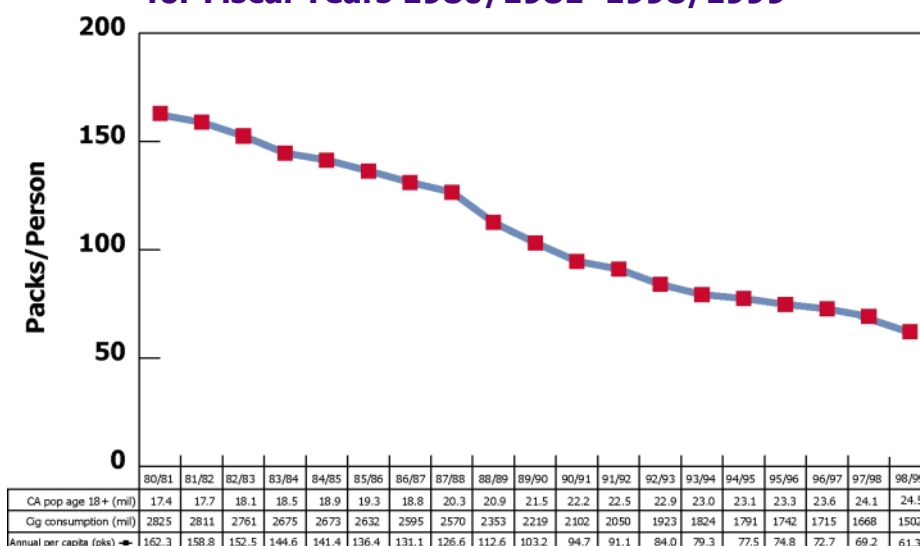
Per Capita Consumption

Since the passage of Proposition 99 in 1988, the annual per capita rate of cigarette consumption in California has declined by over 50 percent from 126.6 packs in the 1987/1988 fiscal year to 61.3 packs in the 1998/1999 fiscal year. From 1987/1988 fiscal year to 1993/1994 fiscal year, the average annual decrease in per capita cigarette consumption was 6.9 percent. Since the 1994/1995 fiscal year, the average annual decrease has been 3.3 percent. In the last fiscal year a drop of 11.5 percent was observed.

Percent Who Smoke

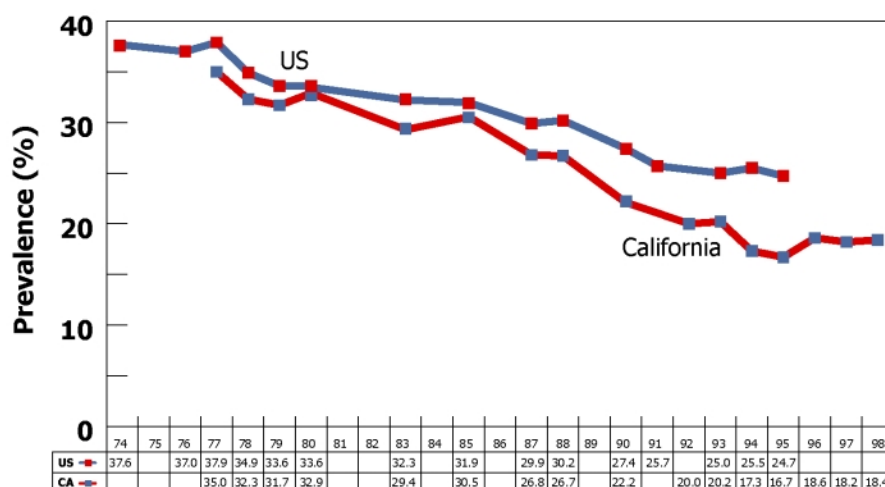
Since the passage of Proposition 99 in 1988, the California adult smoking prevalence has decreased at a rate faster than that of the rest of the nation. The adult smoking prevalence in California was 18.4 percent in 1998 and has changed little since 1994. Based on this prevalence, approximately 4.4 million adult smokers live in California.

California Adult Per Capita Cigarette Consumption for Fiscal Years 1980/1981–1998/1999



Source: California State Board of Equalization (packs sold). California Department of Finance (population).

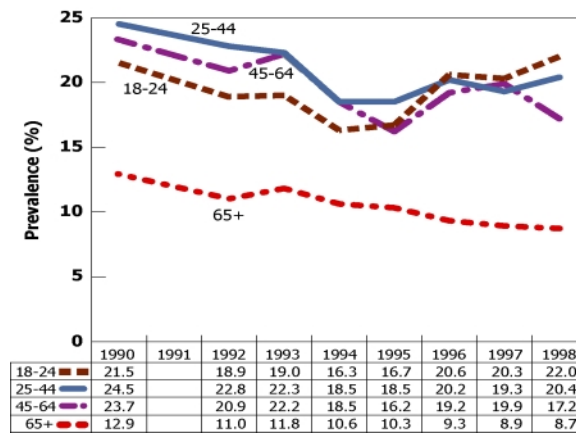
California and National Adult Smoking Prevalence



Source: 1990–1993 CTS is weighted to 1990 California population. 1994–1998 BRFSS/CATS is weighted to the 1990 California population. US and California data from 1977 to 1988 from NHIS. Note definition change in 1996 to include more occasional smokers.

AGE

Which age group shows the greatest decrease in smoking prevalence?

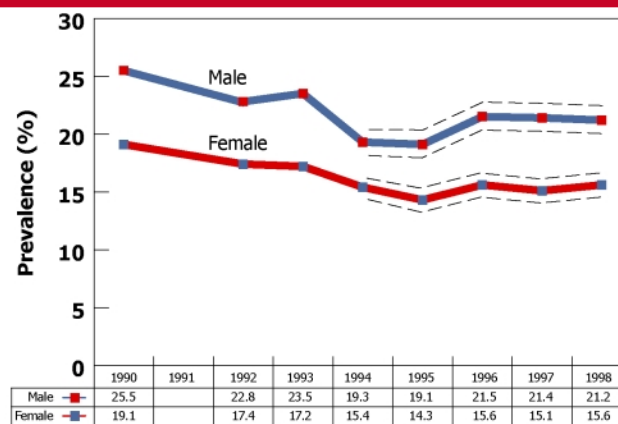


Since 1990, the 25-44 and 45-64 age groups have had a similar prevalence. Rates for the 18-24 age group rose above the other two trends after 1995. The differential increase is at least partly due to the 1996 change in definition of smoker to include more occasional smokers. Substantial declines in prevalence have been seen since 1990 for 25-44, 45-64, and 65+ age groups.

1990–1993 CTS is weighted to 1990 California population. 1994–1998 BRFs/CATS is weighted to the 1990 California population. Note definition change in 1996 to include more occasional smokers.

GENDER

How has smoking changed among genders?

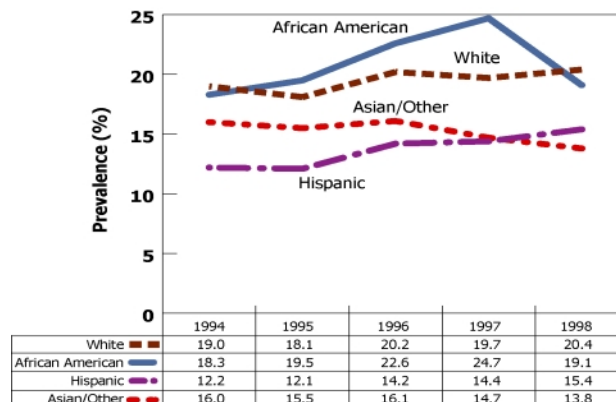


The prevalence of smoking among adult males and females has remained fairly stable since 1994. Males have had consistently higher smoking prevalence rates than females with approximately the same difference in prevalence in 1990 as in 1998.

1990–1993 CTS is weighted to 1990 California population. 1994–1998 BRFs/CATS is weighted to the 1990 California population. Note definition change in 1996 to include more occasional smokers.

RACE/ETHNICITY

How has smoking changed among race/ethnicities?



Between 1995 and 1998, the prevalence of smoking increased more among Hispanic Californians than in any other racial/ethnic group. The prevalence for Non-Hispanic Whites, African Americans, and Asians/others changed little from 1994 to 1998, although there were fluctuations in the rates during this period. Note that these prevalence rates are age adjusted.

1994–1998 BRFs/CATS is weighted to the 1990 California population. Note definition change in 1996 to include more occasional smokers.

About the Surveys

This information comes from two surveys designed to collect data from individuals who are representative of the California population. All surveys were performed and/or funded by the California Department of Health Services (CDHS).

The California Tobacco Surveys (CTS) (1990, 1992–1993), funded by the Tobacco Control Section of the CDHS, were conducted by the Cancer Prevention and Control Program of the University of California, San Diego. The surveys included between 8,224 and 30,716 adult participants. These surveys consist of behavioral, attitudinal, and demographic questions regarding tobacco use and policy in California.

The Behavioral Risk Factor Survey/California Adult Tobacco Surveys (BRFS/CATS) (1994–1998) are random telephone surveys conducted by the Computer Assisted Telephone Interviewing (CATI) Unit of the Cancer

Surveillance Section of the CDHS. Each year over 8,000 adults are interviewed about their smoking behaviors, attitudes, and beliefs. The BRFs/CATS data here has been weighted to the 1990 California population using gender, 4 race and 2 age groups. Beginning in 1996, the new adult smoking definition of the U.S. Centers for Disease Control has been used. This increased smoking prevalence by including more occasional smokers.

Funding for these surveys and other tobacco control efforts in California is provided by the Tobacco Control Section of the CDHS. The Tobacco Control Section has been established and is supported by the Tobacco Tax and Health Protection Act (Proposition 99), which was passed by California voters in November 1988.